

Course Content and Credit Limits
MBM in Marketing
Department of Marketing Management

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester I				
Strategic Marketing Management	MBMM 51014	4	Compulsory	60
Strategic Brand Simulation	MBMM 51024	4	Compulsory	60
Human Resource Management	MBMM 51033	3	Compulsory	45
Strategic Finance	MBMM 51042	2	Compulsory	30
Supply Chain Management	MBMM 51052	2	Compulsory	30
		15		
Semester II				
Strategic Management	MBMM 52064	4	Compulsory	60
Research Methodology	MBMM 52073	3	Compulsory	45
Sales and Distribution in ERP	MBMM 52082	2	Compulsory	30
Global Marketing	MBMM 52092	2	Compulsory	30
Business Consultancy Project	MBMM 52104	4	Compulsory	60
		15		
Semester III				
Seminar in Entrepreneurship	MBMM 61114	4	Compulsory	60
Business Case Studies	MBMM 61126	6	Compulsory	90
Project Management	MBMM 61133	3	Compulsory	45
Advertising and Agency Management	MBMM 61142	2	Optional	30
Organizational Development	MBMM 61152	2	Optional	30
Management Information Systems	MBMM 61162	2	Optional	30
		15		
Semester IV				
Dissertation	MBMM 6217f	15	Compulsory	
		15		